

ABSTRACT OF DISCLOSURE

The present invention involves a system, method and article of manufacture that first garners user input criteria necessary to analyze and communicate a redistribution of product demand whenever a new target product is added to, or an existing target product is deleted from, a product assortment. In the invention's preferred embodiment, the user is provided with a graphical user interface to facilitate acceptance of required user input criteria, and then passes such garnered information to a user selectable redistribution demand processing model, which analyzes and processes the user's input criteria to develop and communicate a demand redistribution product set for focus products affected by said target product's deletion or addition.